The Woodford Halse Village Signpost web site has now been running for just over two and a half years. This report updates the details from my report last December with information from January to December 2015.

**Summary**

- There were over 18000 web site visits in 2015 viewing over 48000 pages., an average of almost 50 visits every day.
- The number of visits was up by 13% and the number of page views up by 5% compared with 2014.
- The Signpost web site is still ranked #2 (after our Wikipedia entry) on searches for "Woodford Halse" on Google, Google search is still how most people find us.
- We have 305 Facebook "Likes" (up from 208 last year) - these people get all our updates on their Facebook feed automatically. We also continue to post selected items to the separate, independently run Woodford Halse Community Facebook page with its 1700 members. After Google, Facebook is the most common route into our site.
- The three most popular pages were Parish Council (772 views), Events (716) & WOW (688).
- 273 news items were put on the site in 2015. An added news items is the main reason why someone comes to look at the site.
- The most popular news items were the Police Warning (1619 views), details of the Byfield Road Closure (442 views), pictures of Woodford and the Railway (435), the School Parking Appeal (405) and the Stories of Our Streets (401). Posts typically get between 50 and 150 readings, depending on topic.

John Williams
Woodford Signpost Editor
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